

CenterBridge: What Are The Returns?

It's no secret contact centers are expensive to operate. But hidden inside many of the routine processes developed for planning and managing your contact center are thousands and thousands of dollars. Money you could be saving.

How? Provide your contact center planner and analysts the right tool for the job: **CenterBridge**

CenterBridge is professionally developed planning software designed and built to improve both contact center efficiency and executive decision-making over the long-term. It will save you money - across the entire contact center enterprise.

Staff Effectively: Save 3-7% in staffing costs

Contact centers utilize multi-skilled agents handling numerous phone, online, and offline contact types across multiple contact and processing centers. Couple this with customer segmented sales and servicing strategies and you have a pretty complex network of agents to manage and plan. CenterBridge users are able to significantly improve requirements analysis and hiring/overtime/undertime/attrition planning methodologies to lower agent costs and more consistently meet service goals.

- **Performance Forecasts Update Automatically:** Generates service quality forecasts and an updated budget anytime you change a plan, parameter, goal, or perform important what-if.
- **Staffing Levels Are Exact:** Determines when, where, and how many agents to hire accounting for seasonal contact volumes, handle times, productivity differences across centers, and agent "learning curves". Agents start exactly when they are needed – not too early or too late.
- **Achieve Accurate Requirements:** Accurately calculate all staff requirements, accounting for multi-skill efficiency, target ASA, service level goals, abandon rates, and occupancy by week over a multi-year horizon.
- **Better Overtime/Undertime & Controllable Shrinkage Management:** Optimize shrinkage plans and ensure your center is not paying for either unnecessary overstaffing or unnecessary service decline due to understaffing. Essentially, you are able to hug your requirements curve much better.

Better Decisions: A complete view

CenterBridge is fast and accurate. Planners are able to provide decision-makers with the information necessary for good decision-making that drives improved service quality at the lowest possible cost.

- **Be Ready with Plan A. Be Prepared for Uncertainty with Plans B & C:** Unparalleled what-if and operational risk analysis will provide you with an optimal solution, quickly, for any given change to the operational or business strategy.

- **Forecast Impact:** Predict all important planning metrics such as call volume, handle time, attrition rate, wage rate, and sick time.
- **Budget Performance:** Graph the relationship between key performance drivers (e.g., call volumes, service-level goal, etc.) with the expected financial and operational performance (e.g., ASA, cost per call, etc.).
- **Collaborative Planning:** Perform analyses based on any grouping of staff, call type, and center and share results across users.
- **Manage Each Center - Individually:** Insight and accountability for all center performance metrics across geographic locations (not all centers behave the same).

Planning Efficiency: Saves 50 - 70% of annual planning hours

CenterBridge utilizes automated simulation to drive more effective use of analyst's time, faster to market decisions, and an increased scope of planning for your organization's profitability.

- **Automated Validation Proves Accuracy:** Compares service predictions against historical performance data to provide ready accuracy validation, including summary statistics.
- **Plan For The Possibilities:** Create unlimited "What-If" scenarios to determine the impact of any change to your operation and/or service strategy.
- **Remove Costly Assumptions:** Challenge service-level goals and highlight when meeting traditional goals may not make sense economically i.e., determining your most profitable service standards.
- **Increase Your Options:** Review more plans and have greater flexibility in decision-making.

CenterBridge will deliver ROI as soon as the first planning cycle. It is the first capacity planning and analysis system designed to analyze complex operational scenarios. Using data from several sources including, ACD, workforce management, and payroll data, CenterBridge delivers analyses that drive for your long-term planning process resulting in faster, more accurate decision-making. Using CenterBridge your business decisions are based on real knowledge about your contact center.

Given CenterBridge's speed and accuracy, you and your planning staff will have the resources to dig deeper, and farther than you've ever been able to go before. You will know the impact of every proposed operational or service change across the entire enterprise before it's implemented.

Want to learn more about how CenterBridge can help *your* organization? Contact us today to request a [FREE Product Demo](#) or visit our website at www.BayBridgeTech.com.

Bay Bridge Decision Technologies® is the number one supplier of customer contact channel strategic and capacity planning solutions. In the decade since bringing to market the industry's first contact center capacity planning system, Bay Bridge has been driving innovation in contact channel forecasting, capacity planning, staff planning, and strategic analysis for the world's top brands.